

Claims

1. A method for profiling characteristics of a mobile device, the method comprising:
 - 5 transmitting test data to the mobile device over a mobile communications network for output by the mobile device;
providing query data to a user interface defining queries for display by the user interface, which queries concern the expected output of the test data by the mobile device;
 - 10 receiving response data from the user interface defining a response to the query; and
storing the response data in a database.
2. The method of claim 1, wherein the test data is transmitted to the
15 mobile device using a dedicated data communications link
3. The method of claim 1 or claim 2, wherein the test data is transmitted to the mobile device using a data messaging service.
- 20 4. The method of any one of the preceding claims, wherein the test data is transmitted to the mobile device substantially simultaneously to the query data being provided to the user interface.

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5. The method of any one of the preceding claims, wherein respective queries concern respective items of test data.

6. The method of any one of the preceding claims, wherein items of test data are transmitted to the mobile device in an order corresponding with an order in which the queries concerning the respective items of test data are provided for display.

7. The method of any one of the preceding claims, wherein respective items of test data test individual attributes of the mobile device.

8. The method of any one of the preceding claims, wherein at least some items of test data test characteristics of the display of the mobile device.

9. The method of any one of the preceding claims, wherein output of at least some items of test data comprises display of the test data.

10. The method of any one of the preceding claims, wherein at least some of the items of test data test communication characteristics of the mobile device.

11. The method of any one of the preceding claims, wherein output of at least some items of test data comprises transmission of data over the mobile communications network.

5 12. The method of any one of the preceding claims, wherein the response data comprises affirmative or negative response to respective queries.

13. The method of any one of the preceding claims, wherein the response data comprises values for respective queries.

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14. The method of any one of the preceding claims, wherein the response data comprises only affirmative responses, negative responses and values.

15 15. A method of profiling the characteristics of plural mobile devices by carrying out the method of any one of the preceding claims for each of mobile device.

16. Computer software adapted to carry out the method of any one of the preceding claims when processed by a computer.

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17. An apparatus for profiling characteristics of a mobile device, the apparatus comprising:

a network interface for transmitting test data to the mobile device over a mobile communications network for output by the mobile device;

a processor for providing query data to a user interface for display by the user interface, which query data defines a query concerning the expected output of the test data by the mobile device, and for receiving response data
5 defining a response to the query from the user interface;
and a database for storing the response data.

18. The apparatus of claim 17, wherein the network interface transmits the
10 test data to the mobile device using a dedicated data communications link.

19. The apparatus of claim 17 or claim 18, wherein the network interface transmits the test data to the mobile device using a data messaging service.

15 20. The apparatus of any one of claims 17 to 19, wherein the network interface transmits the test data to the mobile device substantially simultaneously to the processor providing query data to the user interface.

21. The apparatus of any one of claims 17 to 20, wherein respective
20 queries concern respective items of test data.

22. The apparatus of any one of claims 17 to 21, wherein the network interface transmits items of test data to the mobile device in an order

corresponding with an order in which the queries concerning the respective items of test data are provided for display.

23. The apparatus of any one of claims 17 to 22, wherein respective items
5 of test data test individual attributes of the mobile device.

24. The apparatus of any one of claims 17 to 23, wherein at least some items of test data test characteristics of the display of the mobile device.

10 25. The apparatus of any one of claims 17 to 24, wherein output of at least some items of test data comprises display of the test data.

26. The apparatus of any one of claims 17 to 25, wherein at least some of the items of test data test communication characteristics of the mobile device.

15 27. The apparatus of any one of claim 17 to 26, wherein output of at least some items of test data comprises transmission of data over the mobile telecommunications network.

20 28. The apparatus of any one of claims 17 to 27, wherein the response data comprises affirmative or negative responses to respective queries.

29. The apparatus of any one of claims 17 to 28, wherein the response data comprises values for respective queries.

30. The apparatus of any one of claims 17 to 29, wherein the response data comprises only affirmative responses, negative responses and values.

31. The apparatus of any one of claims 17 to 30, wherein the processor provides the query data to the user interface of a remote computer terminal over a communications link.

32. A computer server comprising the apparatus of any one of claims 17 to 31.

33. A computer server for profiling the characteristics of a mobile device by providing a query page to a user interface at substantially the same time as transmitting test data to the mobile device over a mobile communications network.

34. A method of profiling the characteristics of a mobile device substantially as described with reference to any of the accompanying drawings.

35. An apparatus for profiling the characteristics of a mobile device substantially as described with reference to any of the accompanying drawings.